MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMK3834 – MARKETING RESEARCH (DE)

(All sections / Groups)

24 FEBRUARY 2017
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE (1)** page (excluding the cover page) with **FIVE (5)** questions only.

2. Attempt all **FIVE (5)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Attempt all FIVE (5) questions.

Question 1

List and discuss any **FIVE (5)** important issues that are discussed with decision makers when a problem audit is conducted.

(20 marks)

Question 2

A research design is a framework or blueprint for conducting the marketing research project. It is divided into two, namely exploratory and conclusive research design. Discuss the differences between exploratory and conclusive research.

(20 marks)

Question 3

Explain any **THREE (3)** advantages and **THREE (3)** disadvantages of using internet survey to collect marketing research data. Provide relevant examples.

(20 marks)

Question 4

Imagine there are three unidentified Cola brands that respondents needs to rate its taste. Two of the samples are Coca-Cola and the third is Pepsi.

(i) Which of the primary scales of measurement is suitable for the taste test? Justify your answer.

(10 marks)

(ii) What are the limitations of the taste testing?

(10 marks)

Question 5

Explain any **FIVE (5)** ways to increase respondents to answer the survey questions.

(20 marks)

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